

# Digger: Farwest Edition

The August  
issue of  
Digger

2017 DISPLAY AD INSERTION ORDER

ADVERTISER \_\_\_\_\_ CONTACT \_\_\_\_\_

AGENCY (IF APPLICABLE) \_\_\_\_\_ CONTACT \_\_\_\_\_

BILLING ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ STATE \_\_\_\_\_ ZIP \_\_\_\_\_

PHONE (\_\_\_\_) \_\_\_\_\_ FAX (\_\_\_\_) \_\_\_\_\_ E-MAIL \_\_\_\_\_

AUTHORIZED SIGNATURE \_\_\_\_\_ DATE \_\_\_\_\_

## DUE DATE

Space  
reservation due  
**June 23, 2017**  
Ad materials due  
**July 1, 2017**

## SAVE ON YOUR FARWEST AD!

- Advertisers that have an insertion rate of 12X with *Digger* will receive *Digger* ad rates and the 12X frequency discount of 6 percent for *Digger: Farwest Edition* ads.
- Advertise 12X in *Digger* AND purchase a Farwest Trade Show Sponsorship, and receive a 10 percent discount on your *Digger* advertising.

## 2017 AD RATES (Please check size and circle amount)

	BLACK & WHITE		FOUR COLOR	
	OAN MEMBER	NON-MEMBER	OAN MEMBER	NON-MEMBER
<input type="checkbox"/> Full-Page	945	\$1,241	\$1,979	\$2,598
<input type="checkbox"/> 2/3 Page	755	992	1,674	2,198
<input type="checkbox"/> 1/2 Horizontal	629	826	1,347	1,769
<input type="checkbox"/> 1/2 Vertical	629	826	1,347	1,769
<input type="checkbox"/> 1/3 Horizontal	524	674	1,090	1,401
<input type="checkbox"/> 1/3 Vertical	524	674	1,090	1,401
<input type="checkbox"/> 1/6 Horizontal	328	422	868	1,117
<input type="checkbox"/> 1/6 Vertical	328	422	868	1,117
<input type="checkbox"/> Marketplace (1/12 Page)	212	324	269	412

### PREMIUM POSITIONS (full-page, 4-color only)

<input type="checkbox"/> Inside Cover	n/a	n/a	\$2,642	\$3,435
<input type="checkbox"/> Back Cover	n/a	n/a	3,382	4,396
<input type="checkbox"/> Divider Tabs / Inserts	<i>Call for prices. Subject to approval.</i>			

**PLACEMENT REQUEST** — Every effort will be made to position the ad as requested; however, we cannot guarantee placement unless a premium position has been paid for.

Preferred placement: \_\_\_\_\_

## AD MATERIALS

For ad dimensions and file specs, refer to the 2017 Media Kit or log on to [www.oan.org/ads](http://www.oan.org/ads).

Please check the box below that best reflects the ad to be placed.

- REPEAT AD
- Current *Digger* ad
  - Previous *Digger* ad

\_\_\_\_\_  
SPECIFY MONTH/YEAR

- ALTER AD
- Include copy changes.  
Production charges apply.

- COMPOSE NEW AD
- Production charges apply.

- NEW AD
- Ads or images must be in high resolution (300 ppi):
- PDF (embed fonts)
  - EPS
  - Photoshop TIF
  - InDesign (any version) — packaged with fonts, images

## SUBMIT ADS

Email ads to [ads@oan.org](mailto:ads@oan.org).  
Large files can be sent via  
[www.WeTransfer.com](http://www.WeTransfer.com) or  
[www.DropSend.com](http://www.DropSend.com).

## CLASSIFIED ADS

**LINE AD (includes employment)** — \$35 per column inch for OAN members; \$55 for non-members (each line approx. 28–38 characters; 7 lines per inch). Corporate logo (black and white) \$30 additional charge.

**DISPLAY AD** — \$45 per column inch for OAN members, \$75 for non-members; plus production charges at \$68/hour. Classified column width 1.6875".



OREGON  
ASSOCIATION OF  
NURSERIES™

[www.oan.org/ads](http://www.oan.org/ads) | [ads@oan.org](mailto:ads@oan.org)

29751 S.W. Town Center Loop West, Wilsonville, OR 97070  
503.682.5089 | 1.888.283.7219 | FAX 503.682.5727